



# Word Wizards inc.

8555 16th Street, Suite 711 • Silver Spring, MD 20910

301.986.0808



**General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule**

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**Schedule Title:** Advertising & Integrated Marketing Solutions  
FSC Group 541

**Contract # SIN DESCRIPTION:**

GS-07F-0642X 541-3 Web Based Marketing Services

GS-07F-0642X 541-4F Commercial Art and Graphic Design

GS-07F-0641X 541-4B Video Film Production

**Contract Numbers:**

GS-07F-0641X and GS-07F-0642X

**CONTRACT PERIOD:**

July 14, 2011 – July 13, 2016

**CONTRACTOR:**

WORD WIZARDS, INC.  
8555 16th Street, Suite 711  
Silver Spring, MD 20910

**CONTRACTOR'S ADMINISTRATION SOURCE:**

Ilana Gordon  
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Silver Spring, MD 20910  
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Direct: 240-380-2639  
www.wordwizardsinc.com

**BUSINESS SIZE:** Small Business

Products and ordering information in this Authorized FSS Schedule Pricelist are also available on the GSA Advantage! System. Agencies can browse GSA Advantage! by accessing the Federal Supply Service's Home Page via the Internet at <http://www.GSAAdvantage.gov>

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>



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## CUSTOMER INFORMATION

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**1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).**

**Contract # SIN DESCRIPTION:**

GS-07F-0642X 541-3 Web Based Marketing Services

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**1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.** Not Applicable

**1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided.** Please refer to GSA pricelist.

**2. MAXIMUM ORDER\*: \$1,000,000 per SIN**

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. MINIMUM ORDER: \$100**

**4. GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

**5. POINT(S) OF PRODUCTION:** Silver Spring, MD

**6. DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, Discount Deducted. GSA net pricing as shown in pricing tables provided.

**7. QUANTITY DISCOUNT(S):** + 2.5% greater than 100,000 on labor

**8. PROMPT PAYMENT TERMS:** + 1.5%- NET 20 Days/Net 30 Days

**9.a Government Purchase Cards are accepted at or below the micro-purchase threshold.**

**9.b Government Purchase Cards are accepted above the micro-purchase threshold.**

**10. FOREIGN ITEMS:** None

**11a. TIME OF DELIVERY:** To be determined at time of task order.

**11b. EXPEDITED DELIVERY:** Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

**11c. OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the Contractor for rates.

**11d. URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

**12. FOB POINT:** Destination



**Word Wizards** inc.  
8555 16th Street, S Silver Spring, MD 20910 301.986.0808

GS-07F-0641X and GS-07F-0642X

**ORDERING ADDRESS:** Word Wizards, Inc.  
8555 16th Street, Suite 711  
Silver Spring, MD 20910  
gsaorder@wordwizardsinc.com

- 13. ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3
- 14. PAYMENT ADDRESS:** Word Wizards, Inc.  
8555 16th Street, Suite 711, Silver Spring, MD 20910
- 15. WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. EXPORT PACKING CHARGES:** Not applicable
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds below or above the micro-purchase level)
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. Section 508 Compliance for EIT:** Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).
- 25. DUNS NUMBER:** 937561330
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Active



## ABOUT WORD WIZARDS, INC.

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Founded in 1982, Word Wizards, Inc. is a full service company specializing in transcription, graphic design, and solutions for compliance with Section 508 of The National Rehabilitation Act.

### A. Transcription Services

Word Wizards, Inc. is one of the pioneers of transcription synced to SMPTE time code and has over 30 years experience in the audio/video transcription industry. We offer the highest quality transcription services available using our highly skilled, 100% U.S.A. based workforce.

Word Wizards, Inc. can provide audio transcripts for:

- Interviews
- Reality Television
- Documentary footage
- Speeches
- Focus groups
- Undercover investigations
- Depositions
- Specialized audio projects

### B. Video Logging Interactive

Take some of the drudgery out of video post production with **Video Logging Interactive** services (VLI). Let Word Wizards, Inc. transcribe, log, organize, and index your footage with our cutting edge VLI service package. Our team will provide superior quality transcripts with time code, and accurate shot descriptions with industry leading turnaround. Your transcripts and b-roll logs will be completely searchable and synced to the video.

VLI QuickTime files by Word Wizards, Inc. are compressed so that they can be emailed directly to anyone in the creative loop. This will virtually eliminate down time caused by the need for physical delivery of DVD's with burned-in time code from the editor to everyone else for review.



### **C. Graphic Design Studio**

Word Wizards, Inc. is a full service design studio located in the Washington metropolitan area. Incorporated since 1989, Word Wizards' team of experienced designers provides creative and technical solutions to our national public- and private-sector client base. Clients benefit from a diverse team with an average of over 20 years of professional design experience. We provide leadership and guidance throughout each project phase—from initial conception and strategy to final production.

Word Wizards, Inc. embraces the philosophy that effective design is important for branding efforts and corporate identity, the success of marketing strategies, and is essential to the corporate communication process.

Our goal is to always deliver cost effective, exceptional design combined with a high level of customer service. Ultimately, this allows our clients the ability to communicate their message utilizing a firm that is dedicated to providing a great product that won't break the bank.

*Please refer to the portfolio section of our website, <http://www.wordwizardsinc.com/design/> for samples of our work.*

### **D. Section 508 Compliance**

The Web offers an unprecedented level of access to information and interaction for individuals with disabilities. Word Wizards, Inc. is proud to provide services that make digital media accessible to all people with disabilities. It is our company mission to provide equal access to information for those with hearing and vision impairments.

Word Wizards, Inc. uses the most advanced technology and methods available to offer premium 508 accessibility remediation services. Our experts specialize in the following Section 508 remediation solutions for different types of digital media:

- Section 508 Document Remediation
- Section 508 Compliant Forms
- Video Captioning
- Audio Descriptive Services

Our remediation specialists have been trained to understand exactly what a visually impaired individual requires to navigate and comprehend a document, using screen reading technology. Word Wizards, Inc. also has extensive experience with "legacy" documents, requiring an in-depth understanding of compliance issues.



## E. Document Solutions

Word Wizards, Inc. provides services for all document types, including:

- **PDFs**—Word Wizards, Inc. has over 15 years of experience, creating **accessible, interactive, multimedia PDFs**; allowing our clients to distribute information cost effectively via the Internet or other electronic media such as DVD, CD or iPOD. Portable Document Format (PDF) allows a user to **capture and review** information—from almost any application, on any computer system—and share it with virtually anyone, anywhere.
- **Microsoft Office Solutions**—Word Wizards, Inc. has been providing clients with professional document production solutions since 1982. Creating large multimedia publications using Microsoft Office can be a frustrating and time consuming experience for the average user. Our expertise enables our clients to utilize the advanced production features available in Microsoft Word, PowerPoint, and Excel.
- **OCR Document and Optical Character Recognition (OCR) scanning**—Word Wizards, Inc. is equipped to provide rapid turnaround of high volume scanning projects for physical documents that need to be converted to digital text. Our high-end/high-speed scanners, in conjunction with a mastery of OCR software, convert hard copy documents into digital format for text manipulation, searching, or digital reproduction.

Whether it is design, development, content writing, printing, or promoting, we have the document solutions.

*For more detailed information about our full array of services please visit our website at <http://www.wordwizardsinc.com>.*



## GSA LABOR CATEGORY DESCRIPTIONS

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Sin#	Labor Category Description
541-3	<b>PDF Forms/Document Remediator</b> — Creates tagged PDFs per federal agency checklists for compliance with Section 508 of the Rehabilitation Act. Remediators usually have BS degree and minimum of one year programming experience. All remediators are familiar with the requirements of Section 508 with respect to making PDFs available to the visually impaired.
541-3	<b>Web Designer</b> — Creates a single Web page or an entire Web site that may involve both the aesthetics and the mechanics of a Web site's operation although primarily it focuses on the look and feel of the Web site - the design elements. Web designers have minimum of BA/BS degree and minimum three years experience in design and implementation for the web.
541-3	<b>Copy Writer</b> — Prepares written copy for both print and web materials based on content provided by client and creative management team. Copy writers usually has BA/BS degree and a minimum of five years copy writing/editing experience.
541-3	<b>Powerpoint Creator</b> — Prepares Microsoft Powerpoint templates and presentations per client input for print and digital presentations. Usually has a BA/BS degree and a minimum of two years experience with Microsoft Office.
541-4F	<b>Graphics artist/Desktop Publisher</b> — Prepares original print and digital media from client input. Typically designs and creates the graphics that accompany text, finds and edits photographs and other digital images, and manipulates the text and images to display information in an attractive and readable format. Designs page layouts, develops presentations and advertising campaigns, and does color separation of pictures and graphic material. Designers and Desktop Publishers usually have a BA/BS degree and a minimum of two years of graphic design experience.
541-4F	<b>Copy Editor</b> — Edits existing copy for both print and digital media based on content provided by client and creative management team. Copy editor usually has BA/BS degree and a minimum of five years copy writing/editing experience.
541-4F	<b>Proofreader</b> — Proofreads to ensure that proof copy corresponds word for word with an edited manuscript. This entails checking the accuracy of spelling against the dictionary, and checking for correct style against the publisher's accepted manual of style and any other references provided by the publisher. The proofreader is responsible to see that all typographical specifications (specs) called for by the editor are carried out correctly. Must have command of the English language, minimum high school diploma and one year office experience.





## GOVERNMENT PRICE LIST GS-07F-0641X & GS-07F-0642X

Order Number	SIN #	Description	Unit	GSA Price/Unit
TRWTC	541-4B	Transcription Services with time code, per page (approx. 40 pages per audio hour 48 hour turnaround*). (*24 hour turn around, plus 50%, same day, plus 100%).	Typed DS Page	\$3.99
TRWOTC	541-4B	Transcription Services without time code, per page (approx. 40 pages per audio hour 48 hour turnaround*). (*24 hour turn around, plus 50%, same day, plus 100%, 5 day turnaround, less 10%).	Typed DS Page	\$3.10
CAPHI	541-3	Captioning for Hearing Impaired: Per audio minute of source material.	Source Minute	\$5.74
CAPHIT	541-3	Transcription for Captioning: Per audio minute of source material. (additional set up fee per file).	Source Minute	\$1.91
STUP	541-3	Set up Fee for caption files, per file (under 50 files).	File	\$47.86
STUP50	541-3	Set up Fee for caption files, per file (50 or more file).	File	\$23.93
CONV	541-4B	Convert (proxy files), per hour of source material.	Source Hour	\$23.93
STRP/DUB/DUP	541-4B	Stripe (time code to file), Dub or Duplicate (video tape to audio), per hour of source material.	Source Hour	\$22.67
REMPI	541-3	Document Remediator for Visually Impaired: Remediation of PDF and Forms, estimates based on an hourly rate.	Labor Hour	\$97.53
WDSIGN	541-3	Web Designer Services, based on an hourly rate.	Labor Hour	\$95.71
CWRIT	541-3	Copy Writer Services, based on an hourly rate.	Labor Hour	\$95.71
PPPRES	541-3	PowerPoint Presentation Creator, based on an hourly rate.	Labor Hour	\$62.21
GADPUB	541-4F	Graphics Artist and Desk-top Publisher: based on an hourly rate.	Labor Hour	\$62.21
CEDIT	541-4F	Copy editor: based on an hourly rate.	Labor Hour	\$54.41
PREAD	541-4F	Proofreader: based on an hourly rate.	Labor Hour	\$54.41



## GOVERNMENT PRICE LIST (Cont'd)

### GS-07F-0641X & GS-07F-0642X

Order Number	SIN #	Description	Unit	GSA Price/Unit
SCAOCBW	541-4F	Scanning and Optical Character Recognition CR: Black and White, per page	Page	\$1.81
SCAOCC	541-4F	Scanning and Optical Character Recognition CR: Color, per page	Page	\$7.25
DATAE	541-4F	Data Entry, per six lines	6 Lines	\$0.68
TRANINT	541-4B	Slice and Dice Metadata Tagging: Transcribing interview footage with time code, per page (approx. 40 pages per audio hour).	Page	\$3.99
SYNCTAN	541-4B	Slice and Dice Metadata Tagging: Sync transcript to video for search and archival retrieval, per hour of video.	Source Hour	\$90.68
METATAG	541-4B	Slice and Dice Metadata Tagging: Metadata tagging shot descriptions, synced to video footage, per hour of video.	Source Hour	\$136.01
DIGCOMP	541-4B	Slice and Dice Metadata Tagging: Digitizing and compression of video footage, per hour of video.	Source Hour	\$22.67
DIGCOMPENC	541-4B	Slice and Dice Metadata Tagging: video encoding per hour of video.	Source Hour	\$45.34
COLCOR	541-4B	Slice and Dice Metadata Tagging: Basic color correction per hour of video.	Source Hour	\$45.34

See Labor Category Descriptions For Services Billed By Labor Hour.

GSA Contract GS-07F-0642X: SIN #541-3, 541-4F Set aside for small business. GSA Contract GS-07F-0641X: SIN #541-4B.

To order please send request to [GSAORDER@WORDWIZARDSINC.COM](mailto:GSAORDER@WORDWIZARDSINC.COM).